



FORMER SSM BOB EBERLING (left) receives best wishes for his retirement at a special dinner held in his honor in Seattle. Offering congratulations are Bob's wife Marjory, President, PM U.S.A. Shep Pollack and Director, Region Sales Ray Phillips.



DM KEN POTTER (left) presents SR Paul Nelson with his five year award.



SR DICK MEFFORD (left) receives his five year award from DM Jon Burger.

Region Seven

Welcome to New Sales Representatives: Robert Glazener, Chris Grodzicki, Mark Kasparian, Clode Kong, James Nelson, Frank Stone, Michael Woodruff; and also welcome to Return Goods Processor Raymond Gordon.

Anniversaries: SR Edward Billon, 15 years; SHA Michael Lady, 5 years; and SHA Al Portnoy, 15 years.

Congratulations to: Merchandising Assistant Jo Ann Brieger and her husband Richard who are the proud parents of Dustin Elliot.



DM BILL DAVIS (left) receives congratulations and his fifth anniversary award from SRO Bob Florio.



SR EDD BILLON (second from right) receives 15th anniversary best wishes from DM Clarence Hall. SRO Tal Bartholomew (far left) and AMDS Joe Araujo offer their congratulations, too.



SHA AL PORTNOY (center) is congratulated by Director, Region Sales Marty Maitino (left) and SSM Ted O'Hirok on his 15th anniversary.



DM CELIA ROSELAND accepts her five year award from SRO Marv Krugger (left) and SSM Chuck Evarkiou.



SR ROGER BEYERLE (second from right) receives his tenth anniversary award from DM Robb Mayhew. SRO Ray Pelchat (far left) and SSM Ted O'Hirok join in the celebration.

PM Seen and Heard at Conventions



MAKING PM's presence felt at the Southwestern Association of Tobacco and Candy Distributors Convention in San Antonio, Texas, were (left to right) Director, Region Sales Larry Glennie; SHA Jack Bradsher; Manager, Distributor Accounts Ed Boyle; SHA Bob Gable; Director, Field Sales Gene Blandford; SSM Ray White and SSM Vern Zank.

The Profit Makers come from Philip Morris



PM was well represented at the New York State Food Merchants Convention in Monticello, NY, by (left to right) Director, Region Sales Nat Gold, SSM Monty Faulk and CAM Bill Iler.



AMCS ED GIANCOLA recently made PM's film, "The Supermarket, The Great American Invention," available to 300 members of the Missouri Retail Grocers Association.

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On the Move...



Steve New has been appointed AMCS in Jackson, MS. He began his career with PM as a Sales Representative in 1977 and has also held the position of Assistant Division Manager.



Edward Zamarripa moves to AMDS in San Antonio, TX. Prior to this appointment he held the position of Sales Representative, having joined PM in 1977.



Dennis Cassell has been named our new CAM in Syracuse, NY. Dennis joined PM in 1977 and has also held the position of Sales Representative.



Steven Green has been promoted to MM in Louisville, KY. He started his career with PM in 1976 and has also held the positions of ADM and Sales Representative.



Bill Cox has been appointed DM in Mobile, AL. Prior to this promotion Bill held the positions of ADM and Sales Representative, having started his career with PM in 1976.



Jack Bowell moves from AMCS to DM in Jackson, MS. He joined PM in 1976 and has also held the positions of ADM and Sales Representative.



Marjorie Eisen has been promoted to ADM in Houston, TX. She joined PM in 1978 as a Sales Representative.



Thomas Engelhardt moves to ADM in Milwaukee, WI. He joined PM in 1976 as a Sales Representative.

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Greg Nehrbass is our new DM in Minneapolis, MN. He previously held the position of ADM, having begun his career with PM in 1977 as a Sales Representative.



Hector Medero is our new ADM in San Jose, CA. He began his career with PM in 1979 as a Sales Representative.

IS WHAT YOU SEE, WHAT YOU GET?

Answers

1. Downtown
2. Beat around the bush
3. Just between you and me
4. Falling star
5. Square meal
6. Broken heart
7. Eleven's
8. Mixed drinks
9. Circles under the eyes
10. Up in arms
11. Low tide
12. School crossing
13. Quarterback

A Sense of the Past

Important Events in the History of PM U.S.A.
which we remember with this Issue.

60 years ago (1920) The first PM Annual Report was published.

50 years ago (1930) Ivory tipped Marlboro was introduced.

30 years ago (1950) PM moved to 100 Park Avenue, NY.

25 years ago (1955) A profit sharing plan was introduced to PM employees.

The National roll-out of Marlboro in a flip-top box with a cork-tipped selectrate filter began in January. Response was so enthusiastic that the supply did not catch up with the demand until April.

5 years ago (1975) Marlboro became the leading brand in the U.S. and all time best seller in the world.

 <h1>December 1980</h1> 						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	Season's Greetings & Happy New Year					

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We Go Where The Business Is!



KNOWING that high traffic areas are usually good places for outdoor P.O.S. materials, Sales Rep Linda Godley of Flemington, NJ, knew these Marlboro metal and flange signs would get ample exposure at Mr. Hank Kern's General Store/Post Office/Gas Station in Readington, NJ.

Third Annual Super Bowl Contest

THE FORCE's annual Super Bowl Contest has been a huge success in the past. Because so many of you enjoy predicting the outcome of this sporting event, we are repeating the contest again this year. Use the back page to predict the two teams who will play in the 1981 Super Bowl, the winner, and the total number of points you think will be scored in the game.

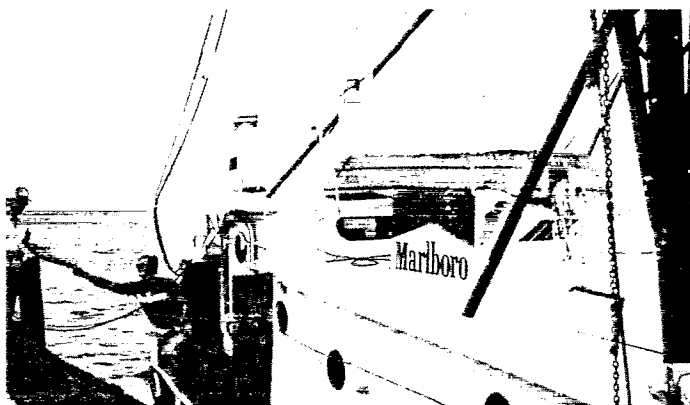
One winner from each Region will be announced in our next issue. Each of the seven winners will receive a Marlboro cowboy hat made for Marlboro by Stetson.

We look forward to receiving an entry from each of you postmarked before Friday, January 9, 1981.

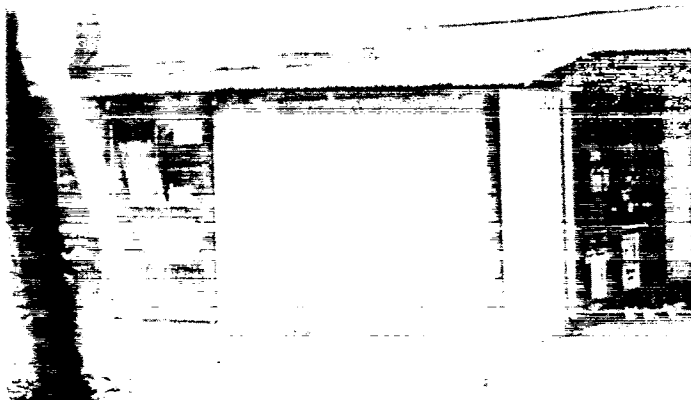
Good Luck!



ON AN ALLIGATOR FARM in Wiggins, Mississippi, Sales Rep Randy Bowen introduces one of this year's crop to Marlboro Lights in the Flip-Top Box. A store on the farm is patronized by tourists and visitors, and Randy's calls insured distribution of our products.



SALES REP ROD GROVER recognized an excellent opportunity to sample from a shrimp boat during Cedar Key, Florida's Seafood Festival.



BY AIR OR BY SEA, Sales Rep Edwin Nakamoto calls on the Pine Isle Market on the island of Lanai, Hawaii. Pine Isle is on this small island where pineapple is the major product. You can reach the island only by air or boat, and Edwin does, bringing the PM message with him.

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THE FORCE THIRD ANNUAL SUPER BOWL CONTEST

Predict the two teams in Super Bowl XV on January 25, 1981, the winner, and the total amount of points scored in the game and win a Marlboro cowboy hat.

There will be seven winners in this competition, one from each Region. Winners will be announced in the next issue of THE FORCE.

I predict the two teams will be

I predict the winner will be

I predict the total amount of points scored by
both teams in the Super Bowl will be

NAME

REGION

ADDRESS

Is there anything else you'd like to tell us? Please use the space below to tell us about what you and your colleagues are doing. Or, share with us your ideas and opinions on THE FORCE.

This entry blank is a self-mailer. Just fold it over so that the address on the reverse side is visible. Send it to us at 100 Park Avenue, postmarked *before* January 9, 1981.

AFTER FOLDING, STAPLE ON TOP

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Place
Stamp
Here

TO: Maureen E. Campbell
THE FORCE
Philip Morris U.S.A.
5th Floor
100 Park Avenue
New York, New York 10017

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